

ORDER

FIRST COAST NEWS



A GANNETT COMPANY

Orders
Order / Rev: 716000
Alt Order #: 6332960
Product Desc: OFA EST 1844
Estimate: 1844
Flight Dates: 09/25/12 - 10/01/12
Original Date / Rev: 09/24/12 / 09/24/12
Order Type: Political

WTLV-TV
Primary AE: Jim Quinn
Sales Office: T-PHI
Sales Region: NAT

Agency
Name: Greer Margolis Mitchell/ Pol
Buying Contact:
Billing Contact:
 3050 K St NW
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: WEEKLY
Agency Commission: 15%

Advertiser
Name: Obama For America
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-1
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
09/24/12	09/30/12	3	\$1,950.00	\$1,657.50
10/01/12	10/07/12	1	\$800.00	\$680.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	3	\$1,950.00	\$1,657.50	0.00
October 2012	1	\$800.00	\$680.00	0.00
Totals	4	\$2,750.00	\$2,337.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WTLV	09/25/12	09/28/12	M-F 6-7a	CM	6a-7a	-TWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				M-F 6-7am		(6:00 AM-6:30 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--		1				\$900.00		0.00			
E 2	WTLV	09/25/12	09/28/12	M-F 6-7a	CM	6a-7a	-TWTF--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
				M-F 6-7am		(6:30 AM-7:00 AM)									
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--		1				\$900.00		0.00			
E 3	WTLV	09/25/12	09/28/12	M-F 10-11a	CM	M-F 10a-11a	-TWTF--	:30	1	\$150.00	P-3	0.00	NM	1	\$150.00
				Today Show 3											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 09/24/12	09/30/12	-TWTF--		1				\$150.00		0.00			
E 4	WTLV	10/01/12	10/01/12	Mon Prime C	CM	Mon 10p-11p	M-----	:30	1	\$800.00	P-3	0.00	NM	1	\$800.00
				Mon Prime C											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	M-----		1				\$800.00		0.00			
													Totals	4	\$2,750.00